



Arizona Transportation Research Center

NEWSLETTER — APRIL 2005

Project Updates

Highlights from selected projects

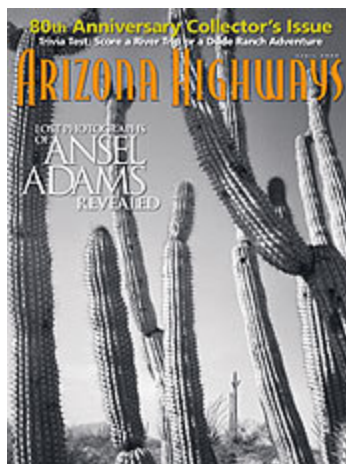
STATE PLANNING AND RESEARCH (SPR) PROJECTS

SPR-568 – Arizona Highways Magazine's Impact on Tourism

Anecdotal data from the Arizona Office of Tourism coupled with data from subscriber research suggests the magazine is annually responsible for over \$300 million in tourist revenue. This study more formally quantified this information in order to better understand the dynamics between the magazine, its related products' revenue and tourism revenue.

The magazine's economic impact as validated in this research will be a major element in the promotional planning in support of the magazine's 80th anniversary activities and events in 2005.

Further, a summarized version of the data will be included in all press releases for at least the next three years. Finally, a separate promotional campaign will be launched to underscore the economic importance of the magazine to the rural areas of the state that are unable to afford their own promotional efforts. This will maximize the magazine's impact on boosting tourist revenue for the state of Arizona and build the case for using some of this revenue for highway improvements.



RESEARCH PROGRAM EMPHASIS AREAS

The Arizona Transportation Research Center (ATRC) research program is currently grouped into seven emphasis areas. These areas are: Environment; Intelligent Transportation Systems (ITS); Maintenance; Materials and Construction; Planning and Administration (including Motor Vehicles, and Information Technology); Structures; and Traffic and Safety.

ATRC Research Project Managers and Emphasis Areas

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- Materials & Construction;
- Structures

Dr. Tom Kombe 602-712-3135

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- Environment
- Long Term Pavement Performance (LTPP) data collection management

Dr. Yongqi Li 602-712-6927

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- Maintenance
- Traffic & Safety

Steve Owen 602-712-6910

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- Intelligent Transportation Systems (ITS)

John Semmens 602-712-3137

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- Planning & Administration

ANNUAL TRB STATE VISIT

Earlier this month ATRC hosted, Ms. Kim Fisher, a visitor from the Transportation Research Board (TRB) Technical Activities staff. Each year TRB staff visit every state highway and transportation agency as well as many universities and other entities.

During her visit to ADOT Ms. Fisher met with ATRC staff and Transportation Planning Division (TPD) Director, Dale Buskirk. Ms. Fisher reviewed ADOT air quality strategies with Beverly Chenausky, and attended a Metropolitan Planning Organization meeting with John Pein in Prescott. She met with Environmental and Enhancement Group manager, Rick Duarte and his staff. LeRoy Brady led a tour of stormwater protection features on projects along SR60 between Florence Junction and Superior.

ATRC Staff

Frank Darmiento, M.S., P.E. – Manager
PROJECT MANAGERS

Christ Dimitroplos, P.E.

Tom Kombe, Ph.D., P.E.

Yongqi Li, Ph.D., P.E.

Steve Owen, P.E.

John Semmens, M.A., MBA

Dale Steele, M.A., M.L.S. – Librarian

Ben Riddle – Engineering Assistant

John Riemer – Data Technician

NEW ATRC STAFF

Two new project managers joined the ATRC this year.



Christ Dimitroplos

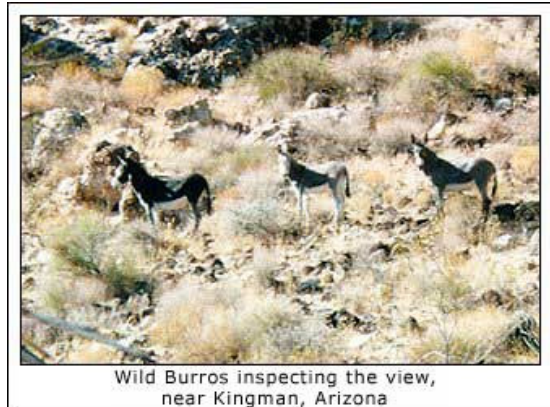
Christ Dimitroplos is a 12-year ADOT employee who transferred from the Statewide Project Management group. He has worked in several groups within ADOT and his experience also includes six years in the U.S. Marines with service in Desert Storm and Desert Shield. Christ has a B.S. in Civil

Engineering from Arizona State University.

Dr. Yongqi Li comes to ATRC from the Materials Group where he has worked as the Pavement Performance Engineer for the past five years. He has performed research for the Louisiana Transportation Research Center as well as the Research Institute for Highways in China. Yongqi holds advanced degrees in civil engineering and computer information systems.



Yongqi Li



Wild Burros inspecting the view,
near Kingman, Arizona

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MISSION: The ATRC mission is to pursue and share knowledge in transportation systems and programs.